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| Define CS, fit into CC                   | <div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>An internet user who is willing to shop products online.</p><p>An enterprise user surfing through the internet for some information.</p></div>                              | <div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>Customers have very little awareness on phishing websites.</p><p>They don't know what to do after losing data.</p></div>          | <div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Which solutions are available</p><p>The already available solutions are blocking such phishing sites and by triggering a message to the customer about dangerous nature of the website.</p><p>But the blocking of phishing sites are not more affective as the attackers use a different/new site to steal potential data thus a AI/ML model can be used to prevent customers from these kinds of sites from stealing data</p></div> | Explore AS, differentiate                |
|  | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><p>The phishing websites must be detected in a earlier stage .</p><p>The user can be blocked from entering such sites for the prevention of such issues.</p></div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div><p>The hackers use new ways to cheat the naïve users.</p><p>Very limited research is performed on this part of the internet.</p></div> | <div>7. BEHAVIOUR<div>BE</div><p>The option to check the legitimacy of the Websites is provided.</p><p>Users get an idea what to do and more importantly what not to do.</p></div>  |  |
| Focus on J&P, tap into BE, understand RC |  |   |   | Focus on J&P, tap into BE, understand RC |

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| I<br>d<br>e<br>n<br>t<br>i<br>f<br>y<br>s<br>t<br>r<br>o<br>n<br>g<br>T<br>R<br>&<br>E<br>M | <b>3. TRIGGERS</b> <span>TR</span><br><br>A trigger message can be popped warning the user about the site.<br><br>Phishing sites can be blocked by the ISP and can show a “site is blocked” or “phishing site detected” message.   | <b>10. YOUR SOLUTION</b> <span>SL</span><br><br>An option for the users to check the legitimacy of the websites is provided.<br><br>This increases the awareness among users and prevents misuse of data, data theft etc., | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>Customers tend to lose their data to phishing sites.<br><br><b>8.2 OFFLINE</b><br>Customers try to learn about the ways they get cheated from various resources viz., books, other people etc., | I<br>d<br>e<br>n<br>t<br>i<br>f<br>y<br>s<br>t<br>r<br>o<br>n<br>g<br>T<br>R<br>&<br>E<br>M |
|   | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>How do customers feel when they face a problem or a job and afterwards?<br><br>The customers feel lost and insecure to use the internet after facing such issues.<br><br>Unwanted panicking of the customers is felt after encounter loss of potential data to such sites. |  |   |   |